

**JOINT STATEMENT  
OF  
AT&T CONNECTICUT,  
CELLCO PARTNERSHIP d/b/a VERIZON WIRELESS,  
T-MOBILE USA AND SPRINT NEXTEL**

**Regarding Raised House Bill No. 5462  
An Act Concerning Mobile Telephone Charges**

Today, the four national facilities-based wireless carriers listed above, regional wireless carriers and numerous wireless resellers with significant brand recognition are constantly advertising new services, lower rates, and service plans that fit a wide-range of consumer needs, in order to attract new customers. The carriers are providing significant information on prices and services in the marketplace, all in the hope of better educating and, thereby, attracting more satisfied customers.

It is most important to the wireless carriers to effectively "right size" a customer when they sign up for service. We want to understand their specific wireless needs to make certain that we provide them with the best devices and the best plans to accommodate those needs. To that end, at the point of sale, we spend time getting to know our customers. We ask them questions such as what they are going to be using their device for (business or personal use) and questions about their lifestyle to better understand their needs. Specifically, we ask questions about whether they will be using the internet, if they plan to do much texting and who will they be communicating with and how. If, for example, they are signing up for a family plan we make sure that they are getting the devices for each family member and the right plan to allow each member to communicate within the family and outside of the family in the most cost effective way possible.

In addition to spending time with our customers discussing their wireless service needs, we make certain that the collateral in our stores and the information on our websites clearly states what plans are available and the cost for each. This includes messaging about unlimited voice and data plans, as well as the costs to pay per use for such things as text and instant messages, picture and video messages, 411 charges, games, etc. When a customer signs up for service, they are informed verbally by the retail sales representative, as well as in writing, what the cost will be if they chose to pay per use.

With everything that we do to make certain that our customers are on the right plan, there may be times when a customer may not initially be on the right plan or perhaps their circumstances have changed. In that case, we work with the customer to make certain that the customer is satisfied and that their plan reflects their usage. We take the time to put them on the right plan and do it with no requirement that they extend their contract beyond what they initially agreed to. So, if, for example, a customer realizes that they are on the wrong plan or they need to add an unlimited data plan for whatever reason, we make those changes. Moreover, if a customer has experienced previous charges due to this usage, we will work with them to make certain that they are treated fairly.

We do all of this because in the competitive environment it is most important to retain satisfied customers. It should be noted that customers are expensive to acquire. J.D. Power & Associates estimated that on average, *carriers spend between \$300-\$425 in marketing and other related costs to acquire a new customer*. It is in all the carriers' best interests, therefore, to provide customer-friendly practices in all facets of the customer experience. If customers are not satisfied with their wireless service or want to obtain better rates or new features, they can do so by effectively voting with their feet, which has been made even easier with local number portability, the process by which you can retain your wireless phone number when switching your wireless carrier.

We are also concerned with the practical effect should this bill pass as well as the cost to consumers. We all use standard contracts nationally and do not use individual contracts for individual states. If this bill becomes law, Connecticut wireless customers could be faced with very long and potentially confusing contracts that will not serve the intended purpose. Instead, we encourage you to continue to allow us to inform and educate our customers in the way that we believe is best for them, as we are so highly incented to do in this competitive environment. Further, as national carriers, written materials such as rate plans, terms and conditions of service, and other related collateral can be produced for use nationally; this greatly benefit consumers everywhere by helping carriers to limit their costs, and therefore, keep their rates at reasonable levels. These cost savings cannot be achieved however, if states impose unique and/or differing requirements. Increased carriers' costs inevitably are borne by consumers.

For the reasons mentioned above, AT&T Connecticut, Cellco Partnership D/B/A Verizon Wireless, T-Mobile USA and Sprint Nextel oppose HB 5462 and urge the committee to reject it.